

VOLUNTEER COMMUNICATIONS & MARKETING OFFICER – (WITH A FOCUS ON SOCIAL MEDIA PLATFORMS)

1.0 Overview

1.1 Purpose of the role

To support the communications and marketing activity of Concrete Rose Collective CIC with a particular focus on raising brand awareness and helping host recruitment through social media platforms.

1.2 Main responsibilities

The main responsibilities associated with this role are to:

- Contribute to the marketing and communications strategy of Concrete Rose
- Work alongside others to design and implement a strategy for 'host recruitment'
- Create content which aligns with existing brand look/feel and the values of the organisation
- Post content on social media platforms (LinkedIn, Facebook, Twitter and Instagram) and monitor performance
- Interact as Concrete Rose on social media platforms including responding to comments, sharing posts, and engaging with content from other organisations and individuals
- Develop the brand awareness of Concrete Rose through social media platforms

2.0 Person specification

2.1 Qualifications

There are no formal qualifications required for this role.

2.2 Knowledge and experience

- Experience of graphic design and a knowledge of basic graphic design packages
- Knowledge of social media platforms including strategies for raising profile through these mediums
- Experience of creating content for social media platforms
- Knowledge of strategies to improve brand identity and brand awareness
- Knowledge of how to interact appropriately online including how to represent an organisation effectively in these fields
- Knowledge of the values and existing brand identity of Concrete Rose and how to communicate these effectively through online content.

2.3 Skills and abilities

- The ability to create content for social media including basic graphic design abilities
- Strong written and verbal communication skills
- The ability to work independently and under one's own initiative
- An ability to formulate long-term strategies
- The ability to meet deadlines
- An ability to empathise with young people facing significant challenges including care leavers and homeless young people

- The ability to act as a role model for Concrete Rose including on online platforms
- Strong inter-personal skills
- The ability to be innovative and find creative solutions to problems

3.0 Terms and conditions

3.1 Reporting and support procedures

This role reports to the Operations Lead who also provides e-mail, phone and virtual support as and when is necessary.

3.2 Location

It is expected that the successful applicant will work from home.

3.3 Hours

Hours for this role are flexible but it is likely to encompass 7-8 hours per week spread out across the week in order to maximise brand profile.

3.4 Pay

This is a voluntary position and as such there is no direct financial remittance for the hours worker. Nevertheless, training is offered without cost and travel expenses will be reimbursed.

3.5 Training

The successful candidate will receive an induction into the policies and procedures of Concrete Rose. Volunteers are also able to access other training provided by the organisation for free (as and when space allows). The applicant will also be subject to a DBS and reference checks.

4.0 Contact details

For more information on this role and/or to receive an application form please contact:

mike@concreterose.co.uk // 07881926728